

DEMO MOBILE 2013

# Conference Agenda

WEDNESDAY, APRIL 17, 2013

TIME	EVENT
7:30 am - 9:00 am	<b>Registration Open &amp; Breakfast</b>
8:45 am - 9:00 am	<b>Welcome to DEMO Mobile</b> Erick Schonfeld, Executive Producer, DEMO
9:00 am - 9:40 am	<b>Session 1: Mobile Health DEMOs with Founder Feedback</b> <i>After each set of demonstrations, a panel of VC's and established entrepreneurs will provide critique and feedback to the founders of the presenting companies.</i> <b>Founder Judges:</b> Jeff Clavier, Founder & Managing Partner, SoftTech VC Di-Ann Eisnor, Vice President, Partnerships & Platform, Waze Jason Jacobs, Founder & CEO, RunKeeper
9:40 am - 10:20 am	<b>Session 2: Mobile Work DEMOs with Founder Feedback</b> <b>Founder Judges:</b> Garrett Camp, Founder & Chairman, StumbleUpon Chi-Hua Chien, General Partner, Kleiner Perkins Caufield & Byers Craig Walker, CEO & Founder, Firespotter Labs
10:20 am - 10:40 am	<b>You've Got 10 Million Users. Now What?</b> Tom Conrad, CTO and Head of Product, Pandora Chris Dixon, General Partner, Andreessen Horowitz Jason Jacobs, Founder, RunKeeper  <i>It used to be that if you got to 1 million users on the Web, you had proven there was enough demand for your product to give your startup a fighting chance. In mobile, 10 million is the new 1 million. How do you get there? And once you do, how do you keep those users coming back?</i>
10:40 am - 11:25 am	<b>Session 3: Mobile Frontiers Demos with Founder Feedback</b> <b>Founder Judges:</b> Mary Lou Jepsen, Founder & CEO, Pixel QI Corporation Rich Miner, General Partner, Google Ventures Keith Rabois, Partner, Khosla Ventures
11:25 am - 11:45 am	<b>Remote Controls for Real Life</b> Leah Busque, CEO, TaskRabbit Garrett Camp, Founder & Chairman, StumbleUpon Justin Kan, CEO and Founder, Exec  <i>Some of the most compelling mobile apps today are remote controls for real life. You push a button and something happens: you get a car, a plane, a person to do a chore. These remote controls tie together the Internet and the real world in new and lucrative ways. Leah Busque, Garrett Camp and Justin Kan will discuss their experiences creating remote control apps such as TaskRabbit, Uber and Exec.</i>
11:45 am - 11:55 am	<b>The Windows 8 Opportunity for Developers</b> James Senior, Director of Windows Apps, Microsoft
11:55 am - 12:00 pm	<b>DEMO Student Alpha Pitches</b> <i>Students and pre-prototype startups get 90 seconds to pitch their idea.</i>
12:00 pm - 2:00 pm	<b>Lunch</b>

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12:00 pm - 2:30 pm	<b>Demonstrator Pavilion, Angel Alley &amp; Networking Lounge Open</b>
2:00 pm - 2:30 pm	<p><b>Keynote: Vinod Khosla On Riding Industry Shifts</b>            Vinod Khosla, Founder, Khosla Ventures</p> <p><i>Legendary investor Vinod Khosla is focusing a lot on mobile these days (he sits on the boards of Jawbone and Square). He will reveal how to identify and profit from industry shifts instead of getting left behind.</i></p>
2:30 pm - 3:20 pm	<p><b>Session 4: Mobile Platforms DEMOs with Founder Feedback</b></p> <p><b>Founder Judges:</b>            Michael Harries, Chief Technologist, Citrix Startup Accelerator            Michael J. Riegel, VP, Mobile &amp; WebSphere Solutions, IBM            Aseem Sood, Head Of Mobile Product Management, Dropbox</p>
3:20 pm - 4:00 pm	<p><b>DEMO Founder School with Steve Blank: Can Mobile Startups Go Lean?</b></p> <p><i>Author, business professor, and serial entrepreneur Steve Blank is the intellectual godfather of the Lean Startup movement. His notions of Customer Development and Product/Market Fit are key pillars of the Lean Startup ethos. But do they work in mobile, where it is more difficult to get customer feedback prior to launch? Blank will address the challenges posed by the mobile environment and bring onstage some founder practitioners who have found ways around its limitations.</i></p> <p><i>Blank's guests will be Matt Brezina (founder of mobile gifting startup Sincerely and, previously, Xobni), Gentry Underwood (CEO of Orchestra, which recently released the wildly successful email app, Mailbox) and Deena Varshavskaya (CEO of social shopping service Wanelo, which is taking off in mobile).</i></p>
4:00 pm - 4:45 pm	<p><b>Session 5: Mobile Social DEMOs with Founder Feedback</b></p> <p><b>Founder Judges:</b>            Coleen Baik, Designer, Twitter            Evan Doll, Co-Founder, Flipboard            Aileen Lee, Founder, Cowboy Ventures</p>
4:45 pm - 4:50 pm	<b>DEMO Student Alphas Pitches</b>
4:50 pm - 5:00 pm	<b>DEMO Angel Alley &amp; Showcase Winner Pitches</b>
5:00 pm - 5:15 pm	<p><b>Mobile DEMO God Awards</b>  <i>Five demonstrators will be crowned Mobile DEMO Gods</i></p>
5:15 pm - 6:30 pm	<p><b>DEMO Celebration in the Pavilion</b>  <i>DEMO Mobile keeps going! Join us for drinks, music and great networking</i></p> <p>Sponsored by <a href="http://NakedWines.com">NakedWines.com</a></p>